

MEMORANDUM
Asheville Area Center for the Performing Arts, Inc.
Post Office Box 18494 – Asheville, NC 28814 – 828-258-1850

TO: Gary Jackson, City Manager
FROM: James Baudoin, Executive Director & Project Manager JB
RE: AACPA Land Planning Redevelopment Process
DATE: April 14, 2010

AACPA is preparing to begin a 12 week process for performing arts center program verification and analysis of the site noted in Asheville City Council resolution #08-179. It is first necessary to determine the site's potential capacity for parking and commercial development (as well as the performance center program) before moving forward to public input. The initial work we will be engaging our design professionals with is preliminary to a future formal master planning process that will fully engage the public. I appreciate the interest both you and Sam Powers have expressed in our recent meetings and your willingness to engage city staff with key questions as we move ahead.

I look forward to reviewing the scope of work with the Planning & Economic Development Committee on April 20, 2010. We will be happy to update the full City Council at any time, especially as we develop new information from this site analysis study and we prepare to move into public process planning. Below is a project summary provided by our architects.

William Rawn & Associates, Inc. – Calloway Johnson Moore & West, Inc.

Program Review and Preliminary Site Plan – Asheville Area Center for the Performing Arts

We understand that this work will be conducted in advance of the full Master Plan effort and is intended to inform early conversations with potential developers and the public at large.

We have developed a work plan that balances several objectives:

- Adequate scope to produce meaningful feedback
- Efficient use of time and resources to minimize up-front costs
- A work effort that can become a foundation for future Master Planning (and thus reduce the cost of Master Planning work)

SCOPE

William Rawn Associates, Architects, Inc., along with Calloway Johnson Moore & West and our consultant team (Theatre Projects Consultants and Kirkegaard Associates) will provide design services to complete an initial 'site-fit' concept planning exercise for the Asheville Area Center for the Performing Arts (AACPA). The scope of services for this proposal are divided as follows:

- Part 1 - Program Review and 'Site-Fit' Planning
 - a) Full Build-Out: 2,000 seat performance hall and associated Rehearsal Spaces, Studio Theatres and Community Spaces.
 - b) Phase 1: For a 2,000 seat performance hall and minimum required support spaces.
- Part 2 – Site Planning of on-site sub-grade and above grade parking options.
- Part 3 – Site Planning testing capacity and location of developer sites resulting from Parts 1-2.

WORKPLAN

William Rawn Associates Architects Inc. recognizes that the AACPA would like to begin this project study in the near term. We therefore propose the following 3-month concept planning schedule starting in the spring of 2010 after a preliminary site survey is complete.

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| 1) Project | Start Spring 2010 |
| 2a) Program Review and Confirmation: | Week 1-3 |
| 2b) Initial Site Analysis and Site Fit | Week 1-3 |
| 3) Client Meeting #1 in Asheville | Week 3 |
| 4) Study and Further Develop Site Options | Week 4-7 |
| 5) Client Workshop #2 in Boston | Week 7 |
| 6) Develop options and Final Report | Week 8-11 |
| 7) Client Meeting #3 in Asheville | Week 12 |

Working with the owner, associate architect and theater consultant the study will include the following scope of work.

Part 1a): 'Full Build-Out' Program Review and Site Fit

For 2,000 seat Performance Hall and supporting full PAC program

The work in this phase includes the following;

1. Review general information and existing program provided by AACPA:
2. Review and Confirm Program assumptions to be used for 'Site-Fit' Planning exercise. Detailed program document to be developed at a later date.
 - a. Program review to include comment on current list of program spaces for sizes, and single vs.double height of key spaces.
 - b. Program review to include programmed outdoor space review, and proposed net to gross.
 - c. Develop Concept Program for site fit exercise to include sizes and room proportions for key larger spaces, main Hall, Rehearsal spaces and Studio Theatre
3. Site Fit Options
 - a. Develop 4-5 options for possible locations for Performance Hall.
 - b. Define key site considerations – Pack Square Park connections, Eagle street entry etc.
4. Develop plan diagrams depicting the range of options for associated support spaces.
5. Develop Program Summary Document:
 - a. Identify program alternates that impact building location options.
6. Review possibility for retail component on Eagle street in Phase 1 program
7. Define program requirements and possible locations for outdoor space.
8. Study Commercial and retail options integrated with Performance Building (restaurant/shops with common lobby, outdoor café etc.)

Part 1b): Program Review Partial Program (Phase 1 only):

2,000 seat performance hall and minimum required support spaces

The work in this phase includes the following;

1. Review and confirm program assumed to be in later Phases (Phase 2 and 3)
2. Site Fit Options
 - a. Develop diagrams for partial Phasing of Full Program identified in Part 1 above.
3. Develop Program Summary Document:
 - a. Identify program alternates that impact building location options.

Part 2: Parking

Within this stage of work we envision providing the following services:

1. Develop options for on-site sub-grade and above grade parking on PAC sites.
2. Develop options for on-site sub-grade parking on for Developer sites.
3. Test range of on-site capacity for parking options.
4. Assess off site area parking capacity
5. Identify list of future Master Plan considerations for covered entry to PAC from Parking, separate valet drop off etc.)

Part 3: Developer Site Analysis

Within this stage of work we envision providing the following services:

1. Identify sites to be set aside for development.
2. Study development capacity for possible sites based on review of current and potential zoning.
3. Review and assist Asheville Design Center study of nearby developer integration/competition.
4. Test housing and office use for typical floors.
5. Test retail use on ground floor.
6. Address options for PAC Programming components located in part of Commercial/Parking structure (PAC Offices/classrooms/storage etc.)

Accurate survey information with existing grading will be complete and provided by owner prior to the start of the study. This will ensure work performed has continued and accurate relevance for future Master Planning. Zoning information and existing program assumptions to date shall also be provided by the client. Any future work beyond the conceptual planning phase will require verification of the provided site survey, geotechnical report and a more developed program document.

DELIVERABLES

It is anticipated that the deliverables for the project will include

1. Site plan diagrams (scale: 1:100) to evaluate the capacity of the site measured against the program goals and to identify major site issues (access, infrastructure, impact on and from adjacent buildings).
2. Massing model (wood and cork, with topography, scale: 1:40) to assist in the evaluations of the site option.
3. Documentation of program spaces and sizes assumed for site fit exercise.
4. Develop study models illustrating massing and scale of preliminary site options.
5. Develop presentation materials (colored site and floor plans and models) for presentation of the conceptual planning of range of options identified above.
6. Final report synthesizing the efforts of the design team for the study.
7. CJMW will set up project internet site.

Clifford Gayley, AIA
William Rawn Associates, Architects, Inc.

Alan McGuinn, AIA
Calloway Johnson Moore & West, Inc.